From: Morning Consult
To: jbianco@bakersfieldpd.us
Subject: Morning Consult Tech: Facebook Will Now Limit Information Shared With Data Brokers
Date: Thursday, March 29, 2018 6:07:16 AM

By Edward Graham

Top Stories

- Facebook Inc. announced that it is limiting the amount of users' personal data shared with companies that collect and sell consumer data for advertisers. The company, which also said it will no longer provide anonymized data from its platform to information brokers, is under increasing pressure to improve its handling of user data following reports that personal information from approximately 50 million accounts wrongly ended up in the hands of data firm Cambridge Analytica. (The Wall Street Journal)

- The U.S. Court of Appeals for the D.C. Circuit will hear the appeals of the Federal Communications Commission's Restoring Internet Freedom order

from 2017 that repealed net neutrality rules. A three-judge panel of the Ninth Circuit Court of Appeals granted a request to consolidate the cases in the D.C. Circuit, which has principle jurisdiction over FCC decisions. (Broadcasting and Cable)

- Boeing Co. said it was hit by a cyberattack that some company employees identified as the same WannaCry ransomware that affected thousands of computer systems worldwide last year. Mike VanderWel, chief engineer of Boeing Commercial Airplane production engineering, said in an internal memo that the attack was "metastasizing," and he raised concerns about it spreading to production systems and airline software, though the U.S. planemaker later downplayed the attack and said it had not impacted the company's production lines. (The New York Times)

- Uber Technologies Inc. reached a settlement with the family of an Arizona woman who died after being hit by one of the company's self-driving SUVs earlier this month. Terms of the settlement were not disclosed. (Reuters)

Chart Review

Facebook Trailing In Trust
Statista

Events Calendar (All Times Local)

THURSDAY

WRC-19 Advisory Committee Working Group 4	10 a.m.
Brookings Institution event on EU data protection legislation	10 a.m.
WRC-19 Advisory Committee Working Group 3: Space Services	11 a.m.

Engine and the Charles Koch Institute event on user generated content	12 p.m.
FCBA lunch event on C-band and terrestrial use	12:15 p.m.
Uniting Women in Cyber symposium	12:30 p.m.

FRIDAY

AU Internet Governance Lab session on governing IoT	9:30 a.m.

Morning Consult Report: The Future of Retail

Get insights into how consumers are reacting to changes in the retail industry, and what they're looking for in the future.

General

BMW and Daimler, Once Rivals, Join Forces to Fend Off Silicon Valley
Jack Ewing, The New York Times

The German carmakers Daimler and BMW said on Thursday that they will merge their car-sharing businesses as they try to compete better with Silicon Valley companies out to upend the traditional automotive industry. Daimler, the maker of Mercedes-Benz cars, and BMW said they would put their respective mobility services - an array of apps and services that provide transport options for people who may not own cars - into a joint venture in which they will own equal shares.

Hydrogen Cars Aren't the Hindenburg, and Other Marketing Hurdles for Toyota's Mirai
Anna Gronewold, Morning Consult

At the Washington Auto Show in January, Toyota Motor Corp. representatives spent much of their time explaining to curious spectators at the Toyota Mirai display what the hydrogen fuel cell vehicle does not do: No, the car does not run on water; it emits water.

Amazon, Tesla, Netflix, Facebook, Google and Twitter stocks dropped this week
Rani Molla, Recode

Major tech stocks are down this week. Amazon, Tesla, Netflix Facebook, Google and Twitter have all taken a dive for various reasons.

Stocks Regain Poise After Tech Turmoil; Bonds Gain: Markets Wrap
Samuel Potter, Bloomberg

European stocks advanced with U.S. futures on Thursday after a mixed session in Asia, as equity markets limped toward the end of tumultuous quarter. Treasuries rose, tracked by core government bonds in Europe, while the dollar drifted lower and the yen climbed.

Intellectual Property and Antitrust

White House: 'No specific' actions being considered for Amazon
Lisa Hagen, The Hill

The White House said Wednesday it is not pushing for any specific policy changes that may affect Amazon following reports that President Trump wants to hit the technology company with new regulations. "We have no announcements and no specific policies or actions that we're currently pushing forward or considering taking," White House press secretary Sarah Huckabee Sanders told reporters.

Turner Chief Pushes Back on Core Justice Dept. Argument
Cecilia Kang, The New York Times

The head of Turner Broadcasting on Wednesday pushed back against one of the central arguments of the government's case to block the AT&T and Time Warner merger, saying that his company's channels would not be used as a weapon against rivals if the deal went through. The Justice Department has argued that Turner, which is owned by Time Warner, owns "must-have" channels like CNN and TNT that the merged company would use as leverage in negotiations with other cable and satellite TV operators.

EU antitrust chief turns to academics to help tackle tech challenges
Foo Yun Chee, Reuters

Europe's antitrust chief Margrethe Vestager, who has taken on Google, Apple and Qualcomm in recent years, is looking to three academics to help her deal with anti-competitive practices in fast-moving technology markets. Regulators on both sides of the Atlantic worry about the power of a few giant technology companies over businesses and users, with critics even calling for the rewriting of antitrust enforcement rules to make them more interventionist.

Telecom, Wireless and TV

Appeals of FCC Net Neutrality Order Move to D.C. Circuit
John Eggerton, Broadcasting and Cable

Turns out the U.S. Court of Appeals for the D.C. Circuit will be hearing the appeals of the FCC's Restoring Internet Freedom order. That court has principal jurisdiction over FCC decisions.

Mobile Technology and Social Media

Facebook Limiting Information Shared With Data Brokers
Deepa Seetharaman et al., The Wall Street Journal

Facebook Inc. is curbing the information that it exchanges with companies that collect and sell consumer data for advertisers, as the social-media giant tries to calm an uproar over its handling of personal information. The measures, part of which Facebook announced late Wednesday, affect a group of so-called data brokers such as Acxiom Corp. and Oracle Corp.'s Oracle Data Cloud, formerly known as DataLogix, that gather shopping and other information on consumers that Facebook for years has incorporated into the ad-targeting system that is at the core of its business.

Apple CEO Tim Cook slams Facebook: Privacy 'is a human right, it's a civil liberty'
Elizabeth Chuck and Chelsea Bailey, NBC News

Apple Chief Executive Tim Cook on Wednesday slammed Facebook for profiting from its users' data - and called for the social media giant to be more tightly regulated. Such detailed profiles of people, with "incredibly deep personal information that is patched together from several sources" like Facebook has compiled, shouldn't be allowed to exist, Cook said.

Facebook Fallout Spreads With Product Delay, Privacy Overhaul
Sarah Frier, Bloomberg

The fallout from Facebook Inc.'s data privacy scandal is spreading. The social media giant will delay the unveiling of new home products and is redesigning a menu of privacy settings on its network, stepping up its response to public

outrage over revelations that it mishandled user data.

Uber reaches settlement with family of autonomous vehicle victim
Bernie Woodall, Reuters

The family of the woman killed by an Uber Technologies Inc. self-driving vehicle in Arizona has reached a settlement with the ride services company, ending a potential legal battle over the first fatality caused by an autonomous vehicle. Cristina Perez Hesano, attorney with the firm of Bellah Perez in Glendale, Arizona, said "the matter has been resolved" between Uber and daughter and husband of Elaine Herzberg, 49, who died after being hit by an Uber self-driving SUV in the Phoenix suburb of Tempe earlier this month.

Subaru will use facial recognition technology to detect driver fatigue
Andrew J. Hawkins, The Verge

The new Subaru Forester, one of the brand's best-sellers in the US, made its debut at the New York International Auto Show today. With it comes EyeSight, Subaru's driver-assist technology, and an interesting new safety feature that is totally new to the automaker's lineup: facial recognition.

Cybersecurity and Privacy

Boeing Possibly Hit by 'WannaCry' Malware Attack
Nicole Perlroth, The New York Times

Boeing said on Wednesday that it was hit by a cyberattack that some Boeing executives identified as the same WannaCry computer virus that struck thousands of computer systems in more than 70 countries around the world last year. In an internal memo, Mike VanderWel, chief engineer of Boeing Commercial Airplane production engineering, said the attack was "metastasizing" and he worried it could spread to Boeing's production systems and airline software.

Facebook Could Be Fined Millions for Violating Consent Deal
Todd Shields, Bloomberg

Former Federal Trade Commission officials say that Facebook Inc. appears to have breached a 2011 consent agreement to safeguard users' personal

information and may be facing hundreds of millions of dollars in fines. The agency could fine Facebook up to $40,000 per violation per day - which could add up quickly with millions of users involved - if it finds the social media giant broke its earlier promises to protect user data, they say.

Facebook privacy debate is tip of the e-commerce iceberg, U.N. says
Tom Miles, Reuters

The scandal over data privacy that is causing a headache for Facebook Inc shows just one aspect of the huge task of preparing the world for e-commerce, the United Nations trade and development agency UNCTAD said on Wednesday. Facebook has faced a global outcry and its shares have slid in value after a whistleblower said data from millions of users was improperly harvested by consultancy Cambridge Analytica to target U.S. and British voters.

How Europe's new privacy rule is reshaping the internet
Russell Brandom, The Verge

If you've been looking for it, you may have seen a lot of privacy policies change in the past few months. From Google to Slack, companies are quietly updating terms, rewriting contracts, and rolling out new personal data tools in preparation for a massive shift in the legal landscape.

West Virginia tests secure mobile voting app for military personnel
Morgan Chalfant, The Hill

West Virginia is testing a new secure mobile voting application to help active-duty military members vote in the upcoming May primary election. Secretary of State Mac Warner (R) announced the pilot program on Wednesday afternoon.

Microsoft's Meltdown patches introduced a whole new vulnerability
Sean Lyngaas, CyberScoop

Microsoft's early patches for the Meltdown chip flaw have introduced an even more serious vulnerability in Windows 7 that allows attackers to read kernel memory much faster and to write their own memory, according to an independent security researcher. The discovery is the latest twist in a monthslong saga around Meltdown and Spectre, which together have affected virtually all modern computer chips.

Opinions, Editorials and Perspectives

With the bloom off the rose, it's time to regulate big tech
Adonis Hoffman, The Hill

Things are changing for "big tech." Rattled by proven cases of gender and racial discrimination, sinister privacy practices, rapacious competition, and rampant disregard for consumers, Facebook, Google, Twitter, Apple and Uber, among others, are no longer the centerpiece of progress. With the bloom off the rose, it is time to regulate the technology sector.

Big Tech Enters an Era of Uncertainty
Mohamed A. El-Erian, Bloomberg

Big tech continues to dominate the news and has become a major driver of U.S. stock markets. But the sector's dominant narrative has changed in the last few months.

Facebook Isn't Just Violating Our Privacy
Noam Cohen, The New York Times

Even as it issues full-page apologies in print newspapers promising ritualistically "to do better," Facebook and its allies have minimized the importance of the seismic revelation that the political consulting firm Cambridge Analytica, which worked on behalf of the Trump campaign in 2016, had gained access to the private information of about 50 million Facebook users. Some executives have pointed out that the mechanism that until a few years ago allowed a researcher with 270,000 app downloads to have access to 50 million profiles wasn't exactly a secret, and, besides, Facebook users nominally agreed to the sharing of these profiles so that apps would perform better.

Is Facebook a Frankenstein?
Daniel Henninger, The Wall Street Journal

Like Mark Zuckerberg, Doctor Frankenstein was a good guy whose experiment just got out of hand. Now the mobs are howling after Facebook , Mr. Zuckerberg's creature.

Facebook Doesn't Really Know Me at All
Leonid Bershidsky, Bloomberg

The Cambridge Analytica scandal, which has cost Facebook some $58 billion in market capitalization compared with the start of the year, is like a nesting doll. The British firm's ploy to obtain Facebook information is the smallest figurine.

Can Social Media Be Saved?
Kevin Roose, The New York Times

I don't need to tell you that something is wrong with social media. You've probably experienced it yourself.

Research Reports

How G7 Nations Can Support and Prepare for the Next Technology Wave
Robert D. Atkinson, Information Technology and Innovation Foundation

A wave of new technologies appears to be emerging that many speculate will not only boost productivity but also increase rates of labor market disruption. While past waves of technological innovation have had enormous positive impacts, including on per-capita GDP growth, all have had some disruptive impacts, including on incumbent firms, workers, and communities.

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